

THE FIRST ART OF BUSINESS...

...BRINGING SOMETHING TO MARKET
OTHERS WANT TO BUY
(AT THE PRICE YOU WANT TO SELL IT)

*A unique end-to-end programme to
identify, extract and leverage every
bit of value your business has.*

**Prospectus
and Process Overview**

**From
Human Excellence And Flourishing**

*“Advocates, Facilitators and Celebrators of Human
Excellence And Flourishing”*

office@heaf.co.nz



HEAF

This programme is for those who want to do great work.

Here “great work” means;

- **Being good.**

Good quality, good value to others, good consistency, good foundation for teamwork.

- **Being different.**

Having your individuality captured, your unique value brought forth.

- **Being genuine.**

No lies, no exaggeration, no tricks, just good value delivered a way that's a win for you, and a win for me.

This course will give you clarity about your value,
confidence in your offering
and pride in your work

But who experience the following problem...

Despite your passion you have no clear strategy for how to leverage your unique value.

No real way of describing it, developing it or leveraging it.

And you know you could be selling more...

Sure you may make great shoes, but how did you make them? How did you know what to make? Why did you make them like that (and not another way)? How do you explain to others how you will create another great pair in the future?

To date people have talked about a Point of Difference as a ‘thing;’ market share, technology, strong team, etc. But how did you get that Point of Difference ‘thing’? Our contention is that these things are the *end-result* of your Point of Difference, but that *the start* of that Point of Difference is with you – the owner(s) of the business. You were the one who saw an opportunity and gained market share, who either created that technology or bought it or whatever... and it was you that created a strong team (or not!). *Your business’ Point-of-Difference starts with you.* This is the value you create. Your business’ Point-of-Difference is not in a thing, it’s in the way you do business.

To date, this view – that your Point-of-Difference begins with you – remains undescribed in business literature (trust us, we read a lot of books and listened to a lot of podcasts, some come close, but no one gets the cigar).¹ There are lots of resources that will help you with the idea you have and to find meaning in your work, but nothing to help you understand where the ideas came from, and how you can have more of them.

Our discovery for a way of describing the value that derives itself from the owner came about by chance; I was a CliftonStrengths² coach trying to help workplaces with their teamwork and I saw that where business’ were doing well was right there on the owner’s Strengths report. The business’ value to the market came from the owner’s natural patterns of thinking and feeling and behaving.

¹ In our view, Seth Godin comes the closest (and this is why he is quoted so much throughout this workbook). Patrick Lencioni in *The Advantage* details a process for working out how you will succeed that also comes fairly close. So does Simon Sinek with what he describes as your “how” you live out your “why.” Outside of business literature, that all humans have value to offer can be found in Christian theology.

² CliftonStrengths is a psychometric tool developed by Don Clifton and Gallup. It is used to identify talent. See www.gallup.com/cliftonstrengths for more information

This programme will help you identify, extract and leverage every bit of value you and your business has. We do that by employing CliftonStrengths at the start of the process to generate your Core Value Promises – these your promises to create a certain kind of value (unique to you!).

We then take you through a thorough value proposition building process where we employ the thinking marketers have developed and use it to convert the value you naturally create into something customers will also see as valuable. This gets at a problem that we have with marketing thinking; if the only time you think of your “ideal customer” is when you need to market yourself to them (ie; when you want a sale), then how can you say that you’ve got a genuine solution for their specific problems? You need to think of your ideal customer when you make your product, not just when you want to sell it to them.

We also take the thinking managers have developed to make sure you have the capacity and follow through to deliver your Core Value Promises. You may be strong with passion and ideas come easily for you but if you don’t think ahead to how the delivery of your value will be carried out chances are you will come off as mere hype.

Now sure, you may have already developed good general solutions for general problems and you may have built a solid business out of that but if you want to do “great work,” you need to be more than ‘general.’

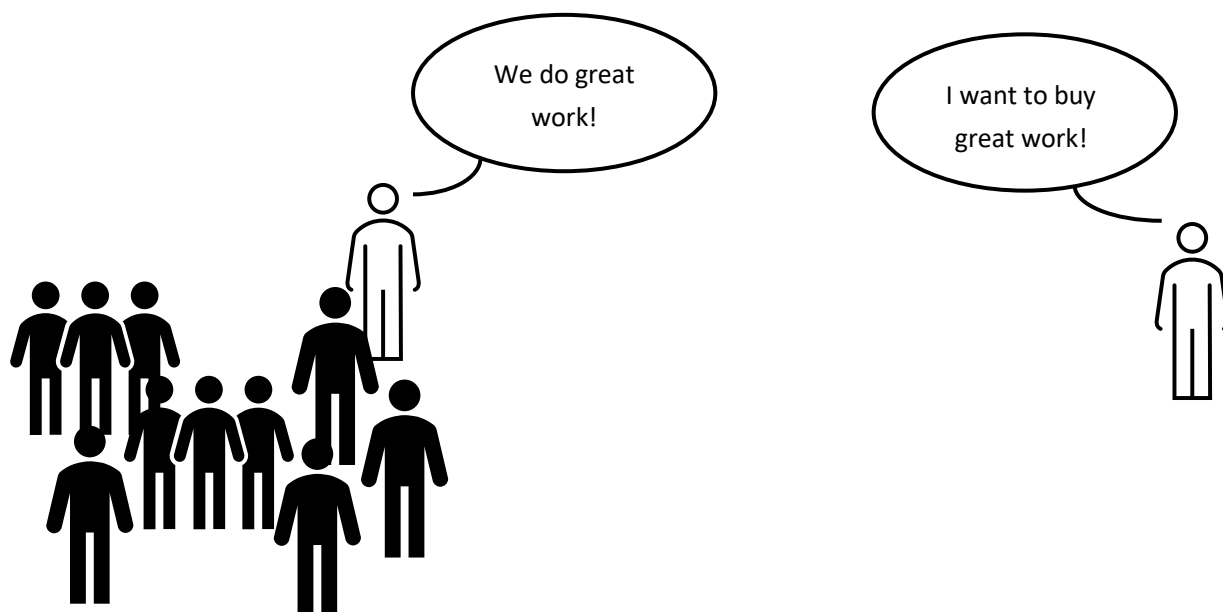


To be fair, we have a very high view of work, that it is an act of service; of helping someone solve a problem and receive a desired value. This view is shared by marketing legend (and part-time philosopher?) Seth Godin. His quote “make stuff that matters for people who care” sums up what this workbook is all about.³ So because work is actually an act of service, *you can’t just do what you think is a good job*. The reason for this is because you are not doing your work for you, *you are doing it for them*. You need to convert the value you naturally create into something customers will also see as valuable. But for pride’s sake, and to develop your Point-of-Difference you need to know that you were integral to the outcome; you saw the need, you had the skills, you created the value.

By “for pride’s sake” we mean that; we all draw meaning from work. That we can show with something of value to others is a key contributor to our Wellbeing.⁴ We are interdependent creatures and we love to have the honour of playing our part, and playing it well. Having pride in our work is a good thing. Too many business owners have got lost in the haze of simply being a “me too” business – “I’m *also* a plumber,” “I’m *also* a website designer” – we talk about the dire state of staff engagement a lot, but how engaged are business owners? As many can attest, profits are not where meaning comes from.

Here we are adding a complimentary approach to finding meaning from work than by starting with ‘WHY’ (as taught by Simon Sinek in his book Start With Why). Whilst being a great resource for finding meaning, this approach has inadvertently lulled many into thinking that having a higher purpose is the *only* way to find meaning. But great meaning can also be drawn from doing a good job and actually, gaining confidence that you have something valuable to offer needs to come before you commit to a higher purpose, else you will never truly will.

Work should be a win/win – good for you, and good for me because work is actually a testament of our interdependent reality – we are in relationship with one another. I need something, you think you have it and I approve of your answer so I purchase it. It’s validating. This is why work can be so rewarding.



³ But while he has influenced this workbook significantly, our reason for thinking this way comes from elsewhere. Please see our article; “what more to work?” available from our website www.heaf.co.nz...

⁴ See Tom Rath, Wellbeing.

How this workbook works

It's more like a course; you will learn lots (there is some coming right up in fact), have assigned homework and then also extra to-do's as you spot gaps in your current offering. There are three broad movements;

1. Create your Core Value Promises
2. Turn these into a Clear & Compelling Value Proposition
3. Draft a Genuine Sales & Marketing Strategy

There are many great models for what a truly successful business needs to be when it grows up,⁵ but at the heart is; value creation, productizing [that value] and sales. Bringing something to market that others want at the price you need to charge to keep growing is what got it all started and what keeps it all going. These movements comprise what we call "the First Art of Business" and is a stripped-down business model in its own right.

The First Art of Business; 3 core processes required:

Value Creation >> Productizing >> Sales

This First Art of Business is followed closely by the second (value delivery and financial sustainability) and then the third (leading and managing a great team). The 2nd and 3rd arts are equally important but come second and third as a matter of natural order; without being able to bring something to market that others want you won't have any value to deliver or team to lead.⁶ But do not think of any of the arts as completely separate processes either, they overlap. Done right, the First Art of Business thinks ahead to value delivery and financial stability and is itself the first step towards leading and managing a great team (as you will see). Finally, we use the word "arts" to help convey the idea that they are ongoing practices. The First Art of Business is what got it all started *and keeps it all going* and as such remains integral to business health and growth. Refining the value you bring and re-packaging it is just as important as you go and grow; go stale and you die. These three core processes are matched by three core skills.

The First Art of Business; 3 core skills needed:

Have a needed ability >> Able to productize >> Able to sell

This programme will grow your ability in these "First Art of business" skills

⁵ As a great example of an overarching definition of a business, consider this from Josh Kaufmann: "Roughly defined, a business is a repeatable process that: Creates and delivers something of value ... That other people want or need ... At a price they're willing to pay ... In a way that satisfies the customer's needs and expectations ... So that the business brings in enough profit to make it worthwhile for the owners to continue operation."

⁶ If you are needing this wider support we encourage you to seek out a long term relationship with a business advisor. Here in New Zealand we recommend Business Success Partners. See www.businesssuccesspartners.co.nz

A closer look at the First Art of Business skillset

Skill 1. Have a needed ability

- Starting with you – the value creator. What skills do you have? What value would you like to bring?
- An inward look but also asking how do you know it's needed? By who is it needed (and by how many)?

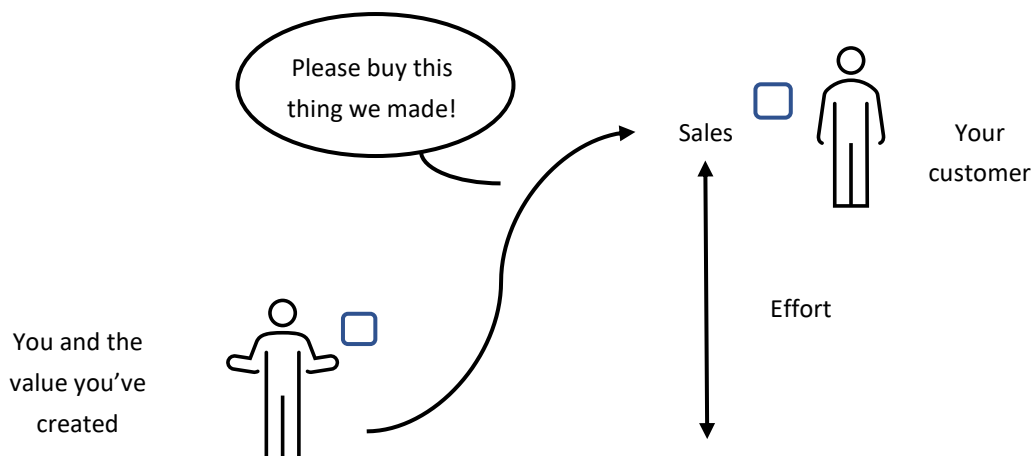
Skill 2. Able to productize

- This step essentially brokers what value you can create with the needs and wants of your customers. This “productizing” of your created value is the lynch pin of this process and requires great effort.
- Creating a clear and compelling value proposition will explain to customers why they should buy (at all) and why they should buy from you.
- This is what you market and it needs to be clear and measurable what need you're moving. It should also be grow-able so make it easy to deliver but still of value.

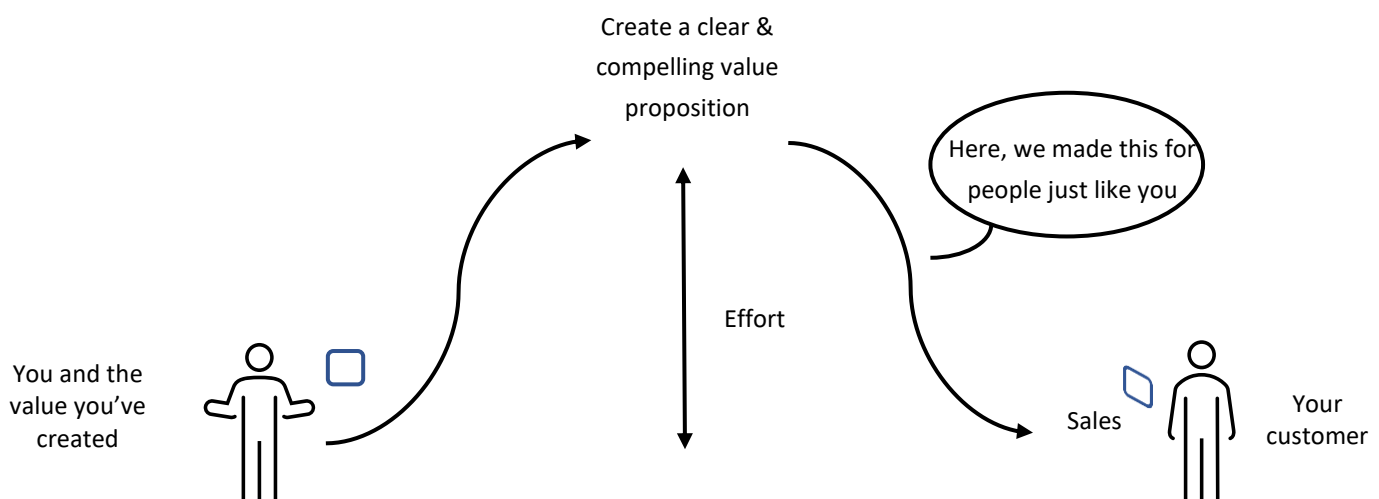
Skill 3. Able to sell

- A proper customer orientated presentation of your value and sales process (ie; sales *and* marketing).
- And if you've made a truly clear and compelling value proposition, *selling should feel easy*.

it is our firm conviction that when the First Art of Business is done right *sales should feel easy*. This is because your value proposition is good – it really does bring a desired value. For many however, selling feels hard. Example...



Where sales is hard, we think it is because not enough effort is taken by the value creator to productize. *That is where effort should be spent*, and it always means amending your original creation. This is another way in which this process is unique – it defines the First Art of Business as a three-stage process, not just two (ie; value creation >> sales as in above diagram).



Programme details

Your course is divided up into 10 weeks:

	Week	
Value Creation The Core Value Promise process	1	SWOT analysis (pre-work; Preliminary Business Survey)
	2	CliftonStrengths session (pre-work; Strengths prep)
	3	Draft your Core Value Promise Canvas (pre-work; Character reading)
Productizing Creating a Clear and Compelling Value Proposition	4	Customer profiling (pre-work; profiling)
	5	Checks, balances and tweaks (pre-work; competitor analysis)
	6	The happy ending, pricing and Point of Difference (pre-work to be assigned)
	7	Draft your Clear & Compelling Value Proposition
Sales Build a Genuine Sales and Marketing Strategy	8	Pre-Sale strategy (all of which is pre-work)
	9	Conversion strategy (pre-work to be assigned)
	10	Current and Past customer strategy (pre-work to be assigned)

Important! You will need...

To set aside some time... specifically;

- 2hours for each session with your facilitator
- 2hours for homework in between sessions (maybe less, maybe more)

So for those working a 40hour week, we are going to need 10% of your weekly time to improve your business. For those who work longer hours, it will be less 😊 And of course you may do your homework outside of office hours...

You also absolutely need to value learning! There will be lots of it in this course; we have collated a wide variety of sources of information.

You need to be able to do your homework! This is going to take some discipline...

To be ready for growth... that is, those who've got the above, we pretty much guarantee you'll earn back the cost of this course within 3 months of completion (!). Basic terms are;

- You'll need to have a website that matches the guide given here
- You will need to have delivered one educational value chain

And it's a lunch date on us if you haven't 😊

Outcomes

As for outputs – what you will walk away with – these include;

<p>The Core Value Promise process</p>	<p>SWOT analysis An understanding for how you create unique value Core Value Promise Canvas</p>
<p>Creating a Clear and Compelling Value Proposition</p>	<p>Customer profiles established Basic consideration for value delivery Compiling proof of your value Competitor analysis including market feedback and risk reversal Developing your happy ending Pricing strategy Positioning yourself as different and the gatekeeper to your solution Clear & Compelling Value Proposition Canvas</p>
<p>Build a Genuine Sales and Marketing Strategy</p>	<p>Set a basic marketing budget Create a marketing calendar Draft a headline/one-liner one-two punch Present your “always-on” offer Create a lead generating asset chain and special offer An overarching pre-sale, conversion and past customer strategy with specific tactics Genuine Sales & Marketing Strategy Canvas</p>

The three canvas’ serve to summarize key highlights from each movement.

Who this course is *perfect* for;

- Small and Medium business owners who want to do great work and get more sales!! You will absolutely need to be ready for growth...
- Small and Medium businesses that have proven there is value in what they do (ie; have sales to prove it)
- Business’ that want to learn how to make a thorough “leave no stone unturned” run-through of their value proposition to make it as powerful as it can be.
- Business’ that feel they may have “lost their essence” and want to get back on track.
- Business owners who want to provide “important” work for their staff to do.

What this course *does NOT* do;

- Prove that your value proposition has immediate viability (if it is a brand new creation) or establish the true market cap for your product (how big your business could grow). That’s why we ask you need to have sales to prove your initial value.

The “happy endings” we’re working towards;

- Upskill business owners about this “First Art of Business.”
- Identify, extract and leverage every bit of value you have to grow your business (get more sales!).
- Give business owners the foundation stone for building an engaged workforce (by providing staff with important work to do).
- And finally, give business owners clarity about their point-of-difference, confidence in what they offer and pride in their work.

How to take up this course

Prices:

Core Value Promise ONLY \$950

(ie; the value creation movement)

The entire First Art of Business course \$2900 (+ performance bonus in some cases)

Payment options

Pay in instalments (\$950 up front, \$950 month 1, \$1000 month 2)

Pay all at once = \$2600

How to take up this course

Download and complete the Preliminary Business Survey available at www.heaf.co.nz and email to office@heaf.co.nz, and we will get back to you

OR

Book a meeting by emailing office@heaf.co.nz or calling Steve on 027 200 3119



The two sides of Steve...

An Institute of Advisors accredited advisor, CliftonStrengths coach and SME advisor with Business Success Partners



Acknowledgements

Aside from our own experience the workbook has been influenced from a number of sources. Collating and organising what they have to say is a key part of the value of this programme.

- Personal MBA by Josh Kaufman
- Zero to One by Peter Theil
- Big Bucks by Ken Blanchard
- This Is Marketing by Seth Godin
- The 1 Page Marketing Plan by Allan Dibb
- Storybrand by Donald Miller
- Crushing it! by Gary Vanerchuck
- Start With Why by Simon Sinek
- Wellbeing by Tom Rath
- The 7 Habits of Highly Effective People by Stephen Covey
- Man's Search for Meaning by Victor Frankl
- StrengthsFinder 2.0 by Tom Rath
- Soar with your Strengths by Donald Clifton
- Strengths Based Leadership by Tom Rath and Barry Conchie
- Gung Ho! by Ken Blanchard
- First, Break all the Rules by Gallup
- Revisiting the E-Myth by Michael Gerber
- Raving Fans by Ken Blanchard
- The Advantage by Patrick Lencioni
- What is Strategy by Joan Magretta
- Business Plan by Susan Hollister
- Taking care of Business; A Guide to Entrepreneurship in Aotearoa (3rd ed.)
- Every Good Endeavour by Tim Keller
- Culture Making by Andy Crouch
- After you Believe by Tom Wright
- Why Business Matters to God by Jeff van Duzer

Whilst good books inspire and provide needed frameworks they cannot roll up their sleeves to help owners with the hard work of putting these frameworks into action. We trust you will find that help here 😊

This list is continually growing and if you have a recommendation please let us know...

...and thank you for your interest in this course, whatever happens,

we hope you may experience the joy of doing great work 😊